

LEO BURNETT U.S.A.

A DIVISION OF LEO BURNETT COMMUNITY, INC.

Ad No. FS1120-A4 - (SURPRISE PACKAGE - \$2. OFF CARTON OR 4 PACKS) - Reg. No. M30309
 Printed in U.S.A. Page, 4/C Bleed - (8 x 10 13/16 inches)
 FS1, 1992

SURPRISE PACKAGE



Genuine Flavor. Ultra Low Tar.

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Ultima: Kings 1 mg "tar," 0.1 mg nicotine; 100's 2 mg "tar," 0.2 mg nicotine.
 Ultra Lights: Kings 0.5 mg "tar," 0.5 mg nicotine; 100's Soft 0.5 mg "tar," 0.5 mg nicotine; 100's Blue 0.5 mg "tar," 0.5 mg nicotine - Kings: 0 mg "tar," 0.5 mg nicotine - 100's: 10 mg "tar," 0.9 mg nicotine av. per cigarette by FTC method.

SURGEON GENERAL'S WARNING: Smoking Causes Lung Cancer, Heart Disease, Emphysema, And May Complicate Pregnancy.

\$2.00 OFF

A CARTON OR 4 PACKS OF ANY STYLE MERIT.

MERIT

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REDAEMABLE COUPON | **TERMS AND CONDITIONS**
 This coupon is valid for the purchase of one (1) carton or four (4) packs of any style of Merit cigarettes. The coupon must be presented at the time of purchase and cannot be used in conjunction with any other offer. The coupon is not redeemable for cash. The coupon is valid only in the United States. The coupon is void where prohibited. The coupon is not valid for the purchase of Merit cigarettes in quantities of 10 or more. The coupon is not valid for the purchase of Merit cigarettes in quantities of 10 or more. The coupon is not valid for the purchase of Merit cigarettes in quantities of 10 or more.

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 City: _____ State: _____ Zip: _____
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Please Print Name and Address on Coupon and Mail to: Philip Morris Inc., P.O. Box 1000, New York, NY 10108. Please allow 4-6 weeks for processing. No cash value. No substitution. No expiration date. No cash value. No substitution. No expiration date.

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